

ABSTRACT OF THE DISCLOSURE

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An image display apparatus includes a light source for supplying illumination light, a reflection type display device which reflects the illumination light and modulates the illumination light into image light, an illumination optical system for guiding the illumination light to the reflection type display device, and a projection optical system for guiding the image light to an observer. The illumination optical system includes a first optical member for directing the illumination light toward the reflection type display device, a secondary light source generating part generating a secondary light source with the illumination light emitted from said light source, and a second optical member which has a reflecting surface which guides the illumination light other than the illumination light directly incident on the secondary light source generating part among the illumination light emitted from said light source to the secondary light source generating part, and from which the illumination light from the secondary light source emerges toward the first optical member.

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